

Producer Consent to Fund Montana Beef Council Form

For All Cattle Marketed During the _____ Calendar Year (Write in the year for which this form is being completed).

Name(s): _____ Business: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

I hereby authorize the Montana Beef Council (MBC) to retain up to 50 cents per head of the Federal \$1-per-head beef checkoff assessment collected on cattle that I sell. Assessments will be retained on all cattle marketed during the calendar year indicated above (if the form is received by MBC by January 1, MBC will be authorized to retain up to 50 cents of the Federal \$1-per-head assessment during the entire calendar year. If it is received by MBC after January 1, MBC will be authorized to retain up to 50 cents of the Federal \$1-per-head assessment for the remaining days of the year, beginning on the date the form was signed by the producer. I also certify that I am authorized to sign this form.

Today's Date

PRINT name of cattle owner or representative

SIGNATURE of cattle owner or representative

The Beef Promotion and Research Act of 1985 (Act) and the Beef Promotion and Research Order (Order) require collection of a mandatory \$1-per-head beef checkoff assessment every time cattle are sold. The Act and Order authorize Qualified State Beef Councils (QSBCs) to collect the \$1-per-head assessment. The law requires that at least 50 cents per head of the mandatory \$1-per-head checkoff assessment be forwarded to the Cattlemen's Beef Promotion and Research Board (Board) to help fund the Beef Checkoff Program, while the remaining portion can be retained by QSBC. A preliminary injunction granted by the Court enjoined USDA from continuing to allow the Montana Beef Council (MBC) to use the assessments that it collects under the Beef Checkoff Program to fund its advertising campaigns, unless a cattle producer provides prior affirmative consent authorizing MBC to retain a portion of the cattle producer's assessment for State promotion, research, and information programs authorized under the Act. As a result of this preliminary decision, at this time, the full \$1-per-head assessment collected by MBC must be remitted to the Board unless a producer provides prior affirmative consent authorizing MBC to retain up to 50 cents of the cattle producer's assessment for State promotion, research, and information programs.

Producers who want up to 50 cents of their Federal \$1-per-head assessment to remain with MBC must complete this form on an annual basis. The form must be completed each calendar year by January 1. If the form is received by MBC by January 1, MBC will be authorized to retain up to 50 cents of the Federal \$1-per-head assessment during the entire calendar year. If it is received by MBC after January 1, MBC will be authorized to retain up to 50 cents of the Federal \$1-per-head assessment for the remaining days of the year, beginning on the date the form was signed by the producer. **Forms should be submitted to the Montana Beef Council; P.O. Box 80865; Billings, Montana 59108; telephone number (406) 656-3336; fax number (406) 656-3337, and email address info@montanabeefcouncil.org.**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The OMB control number for this information collection is OMB 0581-0302. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW., Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov. USDA is an equal opportunity provider, employer, and lender.



2018

Montana Beef Council Annual Report



A note from the president...

In the 2018 fiscal year, Montana Beef Council (MBC) continued to operate under the preliminary injunction put in place by the District Court of Great Falls, due to the R-CALF USA versus USDA lawsuit. Programs that were able to be carried out during this fiscal year were completed with checkoff dollars that Montana producers individually consented to invest in Montana Beef Council. The checkoff remains mandatory in Montana, but in order for half of a producer's checkoff dollars to stay with Montana Beef Council, as it has in the past, a consent form must be completed. Forms can be found at www.MontanaBeefCouncil.org or by calling the office at (406) 656-3336.

I have been fortunate over this last year to work with a dedicated board and staff. There are eleven other representatives on the board, all ranchers themselves, or closely tied to it. We dealt with difficult challenges and a slim budget but each of them presented valuable ideas to preserve the Montana Beef Council and diligently invest your checkoff dollars. We also have four commendable staff members that have remained steadfast through the rollercoaster presented by the lawsuit and I have been impressed with their resourcefulness and tireless commitment to Montana's beef marketing organization. Each board and staff member is always willing to share more about the beef checkoff and welcomes your questions and conversation.

The following beef promotion and education programs are just a few of the ways the consented checkoff dollars were invested in Montana for your benefit.

Sincerely,
Jimmy Taber, President

Montana Beef Council Financials

Detailed Statement of Revenues & Expenses October 1, 2017 - September 30, 2018

REVENUE

Net in-state revenue	430,867
Interest and other income	101
Total Revenue	430,968

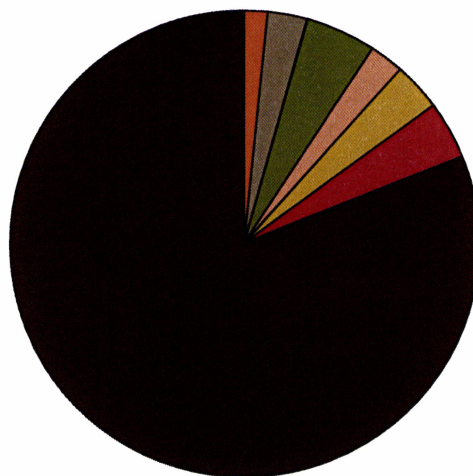
EXPENSES

International Marketing Programs	6,483
Domestic Marketing Programs	10,904
Retail Programs	0
Food Services	200
Promotional Programs	19,409
Advertising	0
Beef Safety	9,500
Education	13,379
Producer Communications	16,120
Administration*	<u>325,361</u>
Total Expenses	<u>401,356</u>

Excess of Revenue Over Expenses **29,612**

Fund Balance

Beginning of Period	<u>\$360,607</u>
End of Period	<u>\$390,219</u>



- International Marketing Programs
- Domestic Marketing Programs
- Retail Programs
- Food Services
- Promotional Programs
- Advertising
- Beef Safety
- Education
- Producer Communications
- Administrative

* Administration includes: four MBC staff, office leases, utilities, telephone, internet, accounting fees, legal fees, postage, office equipment, insurance, program implementation, collections, department of livestock administration, MBC vehicle maintenance and board member travel.

Interactive Beef Games at Children's Museum

The MBC pursued youth education through a partnership with the Wise Wonders Children's Museum by purchasing an iPad with educational and interactive youth games that teach children math, reading, science and social studies skills in the context of agriculture. Other interactive games include teaching beef industry concepts such as cattle production lifecycle, caring for animals, caring for land, beef nutrition and selecting beef cuts.

A Fair to Remember

Each year hundreds of fourth graders are rounded up and treated to a day on the farm. This experiential learning provides the sights, smells, touch and taste of Montana farming and ranching. Two of these opportunities that are specifically supported by the MBC are based out of Stevensville and Ronan, and the students and their chaperones are able to tour dozens of education stations with two stations specializing in beef cattle and beef by-products. To bring the experience full-circle, attendees enjoy a hamburger for lunch.

Beefing up the Classroom

A longtime partner with the MBC, the Montana Cattlewomen Inc., volunteer their time and talents to educate thousands of students in grades kindergarten to sixth grade with engaging and current beef education ranging from beef production to beef nutrition. Students at this age are eager to learn and hear from these "cowgirls" as they share the multiple benefits of beef. But wait, there's more! Seventh to twelfth grade classrooms are infused with beef and beef education as family and consumer science educators across the state are trained with beefy lesson plans, demonstrations and recipes.

Where's the Beef?[™]

A continued partner with the MBC, Wendy's helped achieve the mission of building beef demand. Billings houses the largest population in the state and the Wendy's locations in Billings were part of a spring promotion to boost beef consumption. The two-week burger blitz incorporated radio, television, print, digital and a live radio broadcast and giveaway. The promotion garnered thousands of views, impressions and reach through the various media outlets, and ultimately resulted in selling nearly 7,000 pounds of beef products in two weeks.

Montana Beef Council Board of Directors*



*The board is comprised of 12 appointed volunteers, representing various segments of the industry. L to R: Andy Kellom, Kiley Martinell (Vice President), Jimmy Taber (President), Brett Dailey, Corey Schultz, Kathy Creighton-Smith, Travis Choat, Heather Fryer, Bill Cok, Richard Anderson, Shane Flowers, Gary Wold.

CBB Representatives

Lynda Grande, Columbus
Turk Stovall, Billings
Katie Cooper, Willow Creek


Federation Representatives

Kathy Creighton-Smith, Florence
Andy Kellom, Hobson
Shane Flowers, Billings
Kristin Larson, Sidney

Montana Beef Council Staff

Chaley Harney, Executive Director
Lisa Murray, Director of Nutrition and Consumer Information
Tammy Bridges, Director of Collections and Compliance
Sue Broyles, Business Manager

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montanabeefcouncil.org

Montana Ag Network : Montana Beef Council an Important Asset to Ranchers

Posted: 8:04 PM, Jul 05, 2019 Updated: 8:06 PM, Jul 05, 2019

By: MTN News



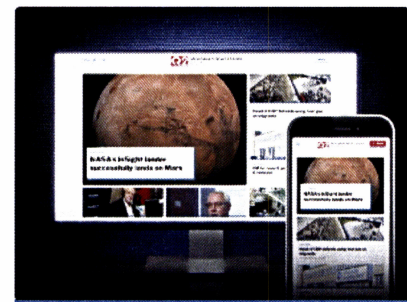
Since 1954, the Montana Beef Council's mission has been to protect and increase demand for beef and beef products through state, national and international consumer marketing programs thereby enhancing profit opportunities for Montana beef producers.

Leo McDonnell is a rancher and former Cattlemen's Beef Board member from Columbus, and he said there are some big issues impacting today's ranchers that the beef checkoff can help with.

"Climate change, environmental issues, animal welfare issues and the big one right now on our plate are these plant proteins and culture proteins coming up kind of what I call fake meat," said McDonnell. "We need this money out there working for us because there's nobody else going to work on the research and the promotion to help us counter some of the false claims and nonsense we're seeing."

He said with issues like these out there, the U.S. beef industry is at a tipping point and now's not the time to be stepping back but instead should be stepping forward and putting these beef checkoff dollars to work.

"You know I think the Beef Council does a great job regardless of whether you like their structure or not; that will happen in different avenues," said McDonnell. "But for just getting out there and getting the job done, who else is going to do it? No one. And it needs to be done. It needs to be done yesterday. We need to get these dollars back and get them working for us. If you got differences with how it's structured, then



Why we redesigned the website and mobile app

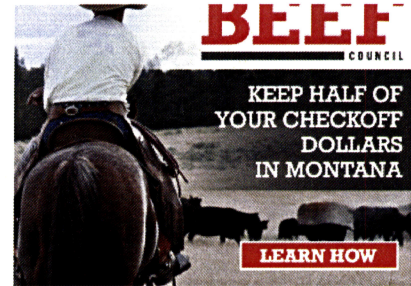


you know to go through your political routes or whatever and handle it or your policy groups and handle that. But I don't think anybody wants to see that checkoff go away completely. That'd be crazy."

He said there are always going to be differences of opinion when it comes to programs like the beef checkoff in Montana but the money that's being collected and put to work by the Montana Beef Council is doing a lot of good for Montana's beef cattle industry.

"You know I think you need to handle it like a family or a community. You have to realize we're going to have some differences, but it doesn't mean that you abandon people that are important in your life or your family. You focus on where you have an agreement. And I think we can all agree that we need to be doing these projects, continue to promote and continue the research that we do with beef. Keep your focus there and go sign that form."

The Producer Consent to Fund Montana Beef Council Form is available at Montana auction markets and local brand inspectors or you can download the form by visiting www.montanabeefcouncil.org. By signing the form, it gives the authorization to retain up to 50 cents per head of the Federal \$1-per-head beef checkoff assessment collected on cattle sold.



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CURATION BY  Smartfeed



MONTANA'S NEWS LEADER
BILLINGS

Do you sell cattle in Montana? ➡ Yes.

Have you signed a Producer Consent Form to keep half your checkoff dollars in Montana? ➡ No.

Do you still have to pay the Beef Checkoff?

Yes. It is a mandatory Federal law.

What has changed?

Due to the ongoing Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America (R-CALF) versus U.S. Department of Agriculture lawsuit, Montana ranchers who would like up to half of their dollar to remain with the MBC Board of Directors will need to complete a producer consent form on an annual basis.

What happens when I sign the consent form?

Your name or business is matched up to your cattle sale(s) and the funds are requested back from the Cattlemen's Beef Board. Your consent authorizes the Montana Beef Council board to carry out programs designed to stimulate beef demand. By signing a form, you are allowing the MBC Board of Directors to have local input about beef education and promotion, right here in Montana.

What happens when I don't sign the form?

If your form is not returned, your full checkoff dollar will be forwarded to the Cattlemen's Beef Board and cannot be used to fund the Montana Beef Council's promotional campaigns.

Where can I find the form or learn more about what the Montana Beef Council does?

The form, checkoff results and more information is available online at www.MontanaBeefCouncil.org or by calling (406) 656-3336.

What has the Montana Beef Council done for me lately?

Montana Beef Council has been keeping more beef on more plates. Here are just a few highlights...

In 2013-

- 89% of Montanans were reached by the national radio, print and digital campaign featuring healthy recipes, tips and more.
- 40 Running Ranchers and Team Beef members educated and promoted beef and active lifestyles at races all over the state and in other states.
- Thousands of consumer interactions were carried out by sharing beef samples, materials and information online and in-person to continually improve consumer confidence.
- 85% increase in beef sales seen at one retail store during summer grilling demos...22 other successful grilling demos were conducted as well.
- 18 dietetic interns were positively influenced by a pasture-to-plate tour, helping them better understand the beef community.
- 12,626 students learned about beef on ranch tours and in classrooms.
- 500 producers learned about online Beef Quality Assurance certification, which improves beef's image amongst consumers.

In 2014-

- 57 Team Beef members and 12 Running Ranchers educated and promoted beef and active lifestyles at races all over the state and in other states.
- 165 meat case displays across the state received recipe brochures, posters and signage to inspire consumers to purchase beef. Fifteen retail demonstrations helped boost beef sales as well.
- 116 registered dietitians were positively influenced with beef information through presentations and ranch tours.
- 12,209 students learned about beef on ranch tours and in classrooms.
- 22,976 consumers enjoyed the fresh taste of beef at one restaurant chain in just one month, boosting beef sales.
- 230 producers became Beef Quality Assurance certified, which improves beef's image amongst consumers.

In 2015-

- 60 Team Beef members and 12 Running Ranchers educated and promoted beef and active lifestyles at races all over the state and in other states.
- 140 retailers received 15,000 holiday roast and summer grilling brochures to entice consumers with new beef trends.
- Thousands of consumers were engaged through a promotional giveaway and partnership with a renowned bread company for a summer grilling campaign.
- Over 100 registered dietitians were positively influenced with beef information through presentations and ranch tours to help them feel good about recommending beef.
- MSU Bobcat fans across the state enjoyed an on-field experience with beef after the game and one lucky winner received a new grill through a Facebook campaign, which reached thousands of football fans.

What has the Montana Beef Council done for me lately?

Montana Beef Council has been keeping more beef on more plates. Here are just a few highlights...

In 2016-

- 80 Family and Consumer Science teachers enjoyed a beef presentation and materials for their classrooms.
- 275 women learned about beef in a heart healthy diet through an American Heart Association luncheon.
- 4,021 elementary students were educated through classroom and experiential farm fairs.
- 3,056 high school and junior high students explored the benefits of beef through cooking and demonstrations.
- 75 Running Ranchers and Team Beef members educated and promoted beef and active lifestyles at races all over the state and in other states.
- 116 registered dietitians were positively influenced with beef information through presentations and ranch tours.
- 250 healthcare employees were educated about beef nutrition for dietary recommendations.
- 4,000 BBQ fans attended a one-day event in rural Montana to taste and experience the best samples the BBQ competitors had to offer.
- 52,000 MSU Bobcat fans received beefy tailgate tips throughout the entire football season.
- 1,585 consumers received tasty beef samples while attending tradeshow across the state.
- 156,701 readers of popular Japanese lifestyle magazines learned about how beef is raised in Montana through ranch tours attended by their media teams.
- 165 meat cases were beefed up with recipes and signage to appeal to consumers.
- 42 culinary classes, tradeshow and foodie events helped consumers experience beef in new ways for their use at home.
- 56,000 cattle were brought into Beef Quality Assurance care by ranchers completing BQA certification.

In 2017-

- 75 elementary classrooms with 2,500 students learned about beef and cattle production.
- 4,500 middle school and high school students used beef in classroom learning to create tasty beef dishes.
- 12 MSU students completed an intensive media training to prepare them as agriculture advocates. This was the fourth year in a row of training MSU students.
- For the second year, hundreds of Billings-area middle school girls explored the benefits of beef during interactive workshops and the tradeshow for a “Girls in Science” event promotion science, technology, engineering and math.
- For the third year in a row, chefs, foodies and media professionals were immersed learning about beef and cattle production on award-winning Montana ranches through the Environmental Stewardship program.
- 140 retailers received 15,000 holiday roast and summer grilling brochures to entice consumers with new beef trends.
- Consumers attended three sold out cooking classes where attendees learned about cooking the Perfect Prime Rib, Stir Fry Sensations and All About the Barbeque.
- Beef Quality Assurance certified and trained producers represented 93,300 head of Montana cattle this year.